

Public Relations (PR) Strategy Checklist & Template

1. Traditional Media: Still a Powerhouse

Despite the digital takeover, traditional media newspapers, television, and radio remains a key player in PR.

Checklist to Get Featured:

- ✓ Identify key journalists covering your industry.
- ✓ Build relationships by engaging with their content before pitching.
- ✓ Craft compelling, newsworthy press releases.
- ✓ Use HARO (Help a Reporter Out) to respond to journalist queries.
- ✓ Partner with PR agencies with established media connections.
- ✓ Follow up on pitches professionally.
- ✓ Track and measure media coverage impact.

2. Digital News Platforms and Industry-Specific Blogs

Online publications continue to dominate the PR landscape, offering niche exposure to targeted audiences.

Checklist to Get Featured:

- ✓ Identify relevant journalists and editors on platforms like TechCrunch, Business Insider, and Inc.com.
- ✓ Create data-driven, unique story angles.
- ✓ Offer expert commentary on industry trends.
- ✓ Leverage guest blogging opportunities on reputable industry sites.
- ✓ Personalize outreach emails—avoid generic pitches.
- ✓ Follow up politely with journalists if no response after a few days.

3. Social Media and Thought Leadership Platforms

Being featured on platforms like LinkedIn, Twitter (X), and Medium can be just as impactful as mainstream press.

Checklist to Get Noticed:

- ✓ Regularly publish valuable content showcasing expertise.
- ✓ Engage with industry influencers and participate in trending discussions.
- ✓ Utilize LinkedIn articles and

Twitter (X) threads for thought leadership. ✓ Host or participate in Twitter (X) Spaces and LinkedIn Live discussions. ✓ Use relevant hashtags to increase content reach. ✓ Collaborate with others by engaging in comment sections and sharing insights.

4. Podcast Features and Video Interviews

Podcasts and video interviews offer long-form, in-depth discussions to build authority.

Checklist to Get Featured:

✓ Research and identify relevant industry podcasts. ✓ Craft a compelling pitch highlighting your expertise. ✓ Offer unique insights, case studies, or personal business experiences. ✓ Use platforms like Podchaser and MatchMaker.fm to find guest opportunities. ✓ Prepare talking points and practice speaking concisely. ✓ Repurpose podcast content into blog posts and social media snippets.

5. Influencer and Affiliate PR

Influencers provide authentic and highly engaging PR opportunities.

Checklist to Leverage Influencer PR:

✓ Identify influencers relevant to your industry (micro- and macro-influencers). ✓ Build relationships before pitching collaborations. ✓ Offer influencers exclusive access to products, events, or services. ✓ Use affiliate marketing programs to incentivize partnerships. ✓ Track engagement rates and audience demographics before committing. ✓ Encourage influencers to create genuine, storytelling-driven content.

6. Press Release Distribution Services

Press release distribution services help spread your news across multiple outlets.

Best Practices for Press Releases:

✓ Use platforms like PR Newswire, Business Wire, and GlobeNewswire. ✓ Keep press releases concise, clear, and newsworthy. ✓ Include high-quality images and multimedia elements. ✓ Time releases around industry trends and breaking news. ✓ Follow up with journalists to increase coverage opportunities. ✓ Monitor press release performance using analytics tools.

7. Community and Local Media PR

Local media can be valuable for building authority and customer trust.

Checklist to Leverage Local PR:

✔ Identify relevant local newspapers, radio stations, and business networks. ✔ Sponsor or participate in local business events and meetups. ✔ Send press releases to local news outlets highlighting milestones. ✔ Offer to write guest columns for local business publications. ✔ Engage with local chambers of commerce and business associations. ✔ Leverage local awards and recognition opportunities to boost credibility.

Final PR Strategy Action Plan:

✔ Set clear PR goals (e.g., brand awareness, credibility, lead generation). ✔ Identify the most relevant PR outlets for your industry. ✔ Develop a content calendar for press releases, blogs, and social media. ✔ Engage with journalists, influencers, and thought leaders consistently. ✔ Measure the success of PR efforts through media mentions, backlinks, and engagement. ✔ Adjust PR strategies based on performance insights.

By following this checklist, you can build a well-rounded PR strategy that maximizes visibility and credibility for your brand.